

Samantha C. Garcia

Design Operations & Systems Leader

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Systems thinker with 9 years of experience identifying where broken or missing processes are costing teams time, money, and alignment, and building operational infrastructure to fix them. I work at the intersection of creative execution and operational strategy, diagnosing structural friction, building scalable frameworks, and making complex processes digestible for the people who use them.

Work Experience

Senior Marketing Designer, CoStar Group

11/2021 - Present

- Built Land.com's first centralized knowledge hub for Ad Operations' products from scratch, creating living resource spanning 50-100 people across Sales, Marketing, and Development that became the org's onboarding standard for new Sales reps
- Diagnosed recurring misalignment between teams; knowledge hub also decreased incorrectly sold products and rework cycles
- Identified a systemic revenue gap caused by the absence of a sales notification system and build Land.com's first automated inventory alert system from scratch, scaling to 50+ salespeople and generating \$30K+ in new revenue within its first year
- Owned a product tracker system to control access and inventory data, enabling sales teams to confidently sell new products and increasing adoption across the org
- Built onboarding and training documentation to align designers on standards and workflows, reducing ramp-up time, and improving team output consistency

Visual Designer, Freelance

09/2019 - 11/2021

- Led brand and web design projects end-to-end for small business, from discovery through delivery
- Established reusable brand systems and templates, reducing build time by 2-3 days per project
- Acted as primary decision-maker and client advisor, maintaining 100% client satisfaction

Design Specialist, Reynolds & Reynolds

01/2017 - 08/2019

- Built the org's first cross-functional feedback infrastructure between Design, Product, and Engineering, introducing usability testing and standardizing workarounds across a 15+ person design team
- Created the first formal documentation of a multi-year backlog of feature requests, establishing organizational memory and a shared record
- Launched a monthly newsletter replacing ad-hoc meetings, creating the first cross-functional communication system, and eliminating individual designer troubleshooting of updates released

Volunteer Experience

Total Community Impact Value: \$173,914

- Guardian Angel Settlement Assoc. (2025-26): Donation & volunteer user flows redesign, \$10,474 impact
- Malama Maunaloa (2022-23): Website optimization for educational content, \$56,106 impact
- American Cancer Society (2020): Relay for Life logo design, \$4,212 impact
- Tennessee Riverkeeper (2018): Branded Instagram post for pollution awareness, \$3,607 impact
- Immigration Equality (2020): Social media posts for virtual concert fundraiser, \$3,002 impact
- Pittsburgh Community Reinvestment Group (2019-20): Website graphics design, \$3,607 impact

Education & Certifications

- **Springboard Certification**, UX/UI Design Career Track
700+ hours developing design solutions in four capstone projects
- **Bachelor of Science, Advertising**, Minor in Art & Design, Texas State University

Skills

- **Operations & Management**
 - Project management, Workflow optimization, Cross-functional communication, Process development, Campaign management, Creative problem solving, Process documentation
- **Design & Development**
 - UX/UI Design, HTML, CSS, JavaScript, WordPress, Webflow, Squarespace
- **Project Management**
 - Notion, Asana, Wrike, Basecamp, Jira, Confluence
- **Design Tools**
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects, Firefly), Figma, Canva, Miro
- **Business Tools**
 - Microsoft Suite, Google Suite, Sharepoint, Google Ad Manager, Google Analytics, Microsoft Power Automate, Zapier, Make, Slack, ChatGPT, Claude, Gemini, NotebookLM, Copilot